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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES NOVEMBER 2014

The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for November, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$449.3 billion, an increase of 0.7 percent ($\pm 0.5\%$) from the previous month, and 5.1 percent ($\pm 0.9\%$) above November 2013. Total sales for the September through November 2014 period were up 4.7 percent ($\pm 0.7\%$) from the same period a year ago. The September to October 2014 percent change was revised from +0.3 percent ($\pm 0.5\%$)* to +0.5 percent ($\pm 0.2\%$).

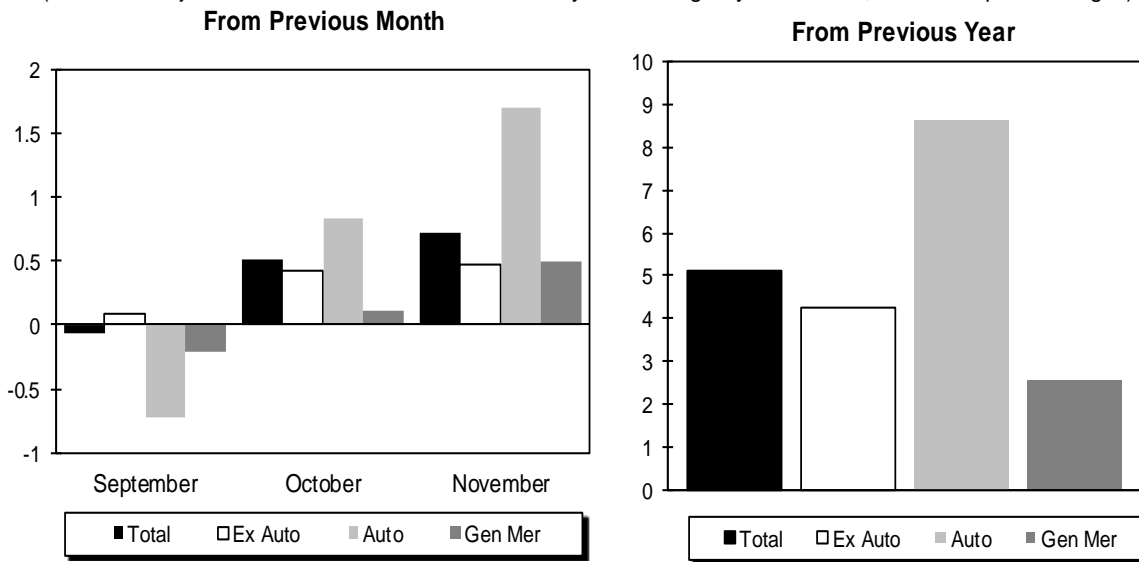
Retail trade sales were up 0.7 percent ($\pm 0.5\%$) from October 2014, and 4.9 percent ($\pm 0.7\%$) above last year. Auto and other motor vehicle dealers were up 9.5 percent ($\pm 3.2\%$) from November 2013 and nonstore retailers were up 8.7 percent ($\pm 2.1\%$) from last year.

The scheduled release dates for 2015 are as follows: January 14, February 12, March 12, April 14, May 13, June 11, July 14, August 13, September 15, October 14, November 13, December 11.

The advance estimates are based on a subsample of the Census Bureau's full retail and food services sample. A stratified random sampling method is used to select approximately 4,900 retail and food services firms whose sales are then weighted and benchmarked to represent the complete universe of over three million retail and food services firms. Responding firms account for approximately 60% of the MARTS dollar volume estimate. For an explanation of the measures of sampling variability included in this report, please see the Reliability of Estimates section on the last page of this publication.

Percent Change in Retail and Food Services Sales

(Estimates adjusted for seasonal variation and holiday and trading-day differences, but not for price changes)



The Advance Monthly Sales for Retail and Food Services for December is scheduled to be released January 14, 2015 at 8:30 a.m. EST.

For customized retail time series estimates by industry, visit the Census Bureau's web site at www.census.gov/timeseries.

To receive the latest updates on the nation's key economic indicators, download the America's Economy app for Apple and Android smartphones and tablets.

The U.S. Census Bureau updated its Application Programming Interface (API) with monthly and quarterly economic indicators. The API allows developers to combine Census Bureau statistics with other data sets to create tools for research on a variety of topics. For more information, visit www.census.gov/developers.

For additional survey information, visit www.census.gov/retail.

* The 90 percent confidence interval includes zero. The Census Bureau does not have sufficient statistical evidence to conclude that the actual change is different than zero.

Table 1. Estimated Monthly Sales for Retail and Food Services, by Kind of Business

(Total sales estimates are shown in millions of dollars and are based on data from the Advance Monthly Retail Trade Survey, Monthly Retail Trade Survey, and administrative records.)

NAICS ¹ code	Kind of Business	Not Adjusted						Adjusted ²					
		11 Month Total		2014			2013		2014			2013	
		2014	% Chg. 2013	Nov. ³ (a)	Oct. (p)	Sept. (r)	Nov.	Oct.	Nov. ³ (a)	Oct. (p)	Sept. (r)	Nov. (r)	Oct. (r)
	Retail & food services,												
	total	4,767,152	4.0	443,832	441,814	425,136	429,408	421,358	449,282	446,066	443,822	427,378	426,796
	Total (excl. motor vehicle & parts) ...	3,799,147	3.0	361,934	354,522	338,822	351,825	340,747	357,353	355,684	354,193	342,761	343,608
	Retail	4,245,993	3.8	396,356	392,257	378,526	384,546	375,769	399,931	397,048	395,471	381,129	381,298
	GAFO⁴	(*)	(*)	(*)	102,150	96,575	114,048	99,259	(*)	105,513	105,199	102,957	103,710
441	Motor vehicle & parts dealers	968,005	7.8	81,898	87,292	86,314	77,583	80,611	91,929	90,382	89,629	84,617	83,188
4411, 4412	Auto & other motor veh. dealers .	892,428	8.5	75,328	80,088	79,551	70,798	73,258	85,020	83,599	82,866	77,629	76,310
44111	New car dealers	(*)	(*)	(*)	66,441	65,630	59,737	61,353	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	7,204	6,763	6,785	7,353	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	90,709	2.4	9,090	8,440	8,426	9,125	8,273	8,551	8,508	8,451	8,379	8,399
4421	Furniture stores	(*)	(*)	(*)	4,430	4,570	4,599	4,293	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	4,010	3,856	4,526	3,980	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	93,926	2.6	11,324	8,558	8,692	10,668	8,271	9,374	9,290	9,381	8,773	9,073
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,564	6,698	7,867	6,226	(*)	7,189	7,280	6,600	6,895
44312	Computer & software stores.....	(*)	(*)	(*)	(S)	(S)	(S)	(S)	(*)	(S)	(S)	(S)	(S)
444	Building material & garden eq. & supplies dealers	302,929	4.7	25,865	28,560	27,272	24,693	27,097	28,086	27,689	27,586	26,056	25,995
4441	Building mat. & sup. dealers	(*)	(*)	(*)	24,380	23,706	21,019	23,154	(*)	23,131	23,083	21,759	21,782
445	Food & beverage stores	607,653	2.9	56,767	56,587	54,118	55,238	54,329	56,528	56,344	56,205	54,314	54,479
4451	Grocery stores	542,208	2.5	50,467	50,417	48,275	49,132	48,600	50,266	50,116	49,974	48,406	48,600
4453	Beer, wine & liquor stores	(*)	(*)	(*)	4,135	3,925	4,149	3,901	(*)	4,147	4,153	3,986	3,985
446	Health & personal care stores	269,781	5.9	24,363	25,672	24,652	23,296	24,220	25,511	25,318	25,258	23,893	23,980
44611	Pharmacies & drug stores	(*)	(*)	(*)	21,441	20,484	19,356	20,287	(*)	20,938	20,966	19,852	19,850
447	Gasoline stations	497,744	-1.6	40,310	44,492	44,712	41,694	45,964	43,578	43,921	44,490	44,497	45,599
448	Clothing & clothing accessories stores	219,956	1.7	23,362	20,451	18,881	22,796	20,120	21,458	21,201	21,068	20,718	21,035
44811	Men's clothing stores	(*)	(*)	(*)	790	722	796	786	(*)	750	754	744	745
44812	Women's clothing stores	(*)	(*)	(*)	3,615	3,377	3,741	3,420	(*)	3,576	3,555	3,407	3,417
44814	Family clothing stores	(*)	(*)	(*)	8,409	7,542	9,477	8,181	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,362	2,270	2,539	2,366	(*)	2,573	2,556	2,467	2,591
451	Sporting goods, hobby, book & music stores	75,070	-1.3	8,161	6,710	6,935	8,058	6,412	7,578	7,556	7,425	7,345	7,353
452	General merchandise stores	588,807	1.8	61,675	54,499	50,493	60,277	52,821	56,050	55,771	55,703	54,643	54,730
4521	Department stores (ex. L.D.).....	143,993	-2.4	16,844	13,129	12,083	16,965	13,380	13,990	13,845	13,885	14,151	14,344
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	13,444	12,313	17,331	13,666	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	41,370	38,410	43,312	39,441	(*)	41,926	41,818	40,492	40,386
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	36,093	33,568	37,996	34,433	(*)	36,680	36,566	35,510	35,388
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	5,277	4,842	5,316	5,008	(*)	5,246	5,252	4,982	4,998
453	Miscellaneous store retailers	108,521	1.5	9,581	10,926	10,149	9,764	10,666	10,032	10,205	10,075	9,940	9,968
454	Nonstore retailers	422,892	7.0	43,960	40,070	37,882	41,354	36,985	41,256	40,863	40,200	37,954	37,499
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	33,186	31,710	33,381	29,657	(*)	33,967	33,204	30,127	30,139
722	Food services & drinking places ...	521,159	5.6	47,476	49,557	46,610	44,862	45,589	49,351	49,018	48,351	46,249	45,498

(*) Advance estimates are not available for this kind of business. (NA) Not available (a) Advance estimate (p) Preliminary estimate (r) Revised estimate

(S) Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%), poor response quality (total quantity response rate is less than 50%), or other concerns about the estimate's quality.

(1) For a full description of the NAICS codes used in this table, see <http://www.census.gov/eos/www/naics>

(2) Estimates are concurrently adjusted for seasonal variation and for holiday and trading day differences, but not for price changes. Concurrent seasonal adjustment uses all available unadjusted estimates as input to the X-13ARIMA-SEATS program. The factors derived from the program are used in calculating all seasonally adjusted estimates shown in this table. Year-to-date seasonally adjusted sales estimates are not tabulated. Adjustment factors and explanatory material can be found on the Internet at <http://www.census.gov/retail>

(3) Advance estimates are based on early reports obtained from a small sample of firms selected from the larger Monthly Retail Trade Survey (MRTS) sample. All other estimates are from the MRTS sample.

(4) GAFO represents firms which specialize in department store types of merchandise and is comprised of furniture & home furnishings (442), electronics & appliances (443), clothing & accessories (448), sporting goods, hobby, book, and music (451), general merchandise (452), office supply, stationery, and gift stores (4532).

(5) Estimates include data for leased departments operated within department stores. Data for this line are not included in broader kind-of-business totals.

Note: Table 3 provides estimated measures of sampling variability. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at <http://www.census.gov/retail>

Table 2. Estimated Change in Monthly Sales for Retail and Food Services, by Kind of Business

(Estimates are shown as percents and are based on data from the Advance Monthly Retail Trade Survey, Monthly Retail Trade Survey, and administrative records.)

NAICS code	Kind of Business	Percent Change ¹					
		Nov. 2014 Advance from --		Oct. 2014 Preliminary from --		Sep. 2014 through Nov. 2014 from --	
		Oct. 2014 (p)	Nov. 2013 (r)	Sep. 2014 (r)	Oct. 2013 (r)	Jun. 2014 through Aug. 2014	Sep. 2013 through Nov. 2013
	Retail & food services, total	0.7	5.1	0.5	4.5	1.0	4.7
	Total (excl. motor vehicle & parts)	0.5	4.3	0.4	3.5	0.8	3.7
	Retail	0.7	4.9	0.4	4.1	0.8	4.4
441	Motor vehicle & parts dealers	1.7	8.6	0.8	8.6	1.8	8.8
4411, 4412	Auto & other motor veh. dealers ..	1.7	9.5	0.9	9.6	1.9	9.7
442	Furniture & home furn. stores	0.5	2.1	0.7	1.3	1.0	1.9
443	Electronics & appliance stores	0.9	6.9	-1.0	2.4	5.6	5.6
444	Building material & garden eq. & supplies dealers.....	1.4	7.8	0.4	6.5	0.7	6.3
445	Food & beverage stores.....	0.3	4.1	0.2	3.4	0.9	3.5
4451	Grocery stores	0.3	3.8	0.3	3.1	1.1	3.2
446	Health & personal care stores	0.8	6.8	0.2	5.6	1.0	6.1
447	Gasoline stations	-0.8	-2.1	-1.3	-3.7	-2.9	-2.8
448	Clothing & clothing accessories stores	1.2	3.6	0.6	0.8	0.0	2.1
451	Sporting goods, hobby, book & music stores.....	0.3	3.2	1.8	2.8	3.0	2.7
452	General merchandise stores.....	0.5	2.6	0.1	1.9	0.4	2.2
4521	Department stores (ex. L.D.).....	1.0	-1.1	-0.3	-3.5	-0.8	-2.3
453	Miscellaneous store retailers	-1.7	0.9	1.3	2.4	0.3	1.2
454	Nonstore retailers	1.0	8.7	1.6	9.0	1.9	8.3
722	Food services & drinking places	0.7	6.7	1.4	7.7	2.9	7.3

(p) Preliminary estimate (r) Revised estimate

(1) Estimates shown in this table are derived from adjusted estimates provided in Table 1 of this report.

Note: Table 3 provides estimated measures of sampling variability. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at <http://www.census.gov/retail>.

Source: U.S. Census Bureau

Survey Description

The U.S. Census Bureau conducts the Advance Monthly Retail Trade and Food Services Survey (MARTS) to provide an early estimate of monthly sales by kind of business for retail and food service firms located in the United States. Each month, questionnaires are mailed to a probability sample of approximately 5,000 employer firms selected from the larger Monthly Retail Trade Survey (MRTS). Firms responding to MARTS account for approximately 65% of the total national sales estimate. Advance sales estimates are computed using a link relative estimator. The change in sales from the previous month is estimated using only units that have reported data for both the current and

previous month. There is no imputation or adjustment for nonrespondents in MARTS. The total sales estimate is derived by multiplying this ratio by the preliminary sales estimate for the previous month (derived from the larger MRTS sample). Detailed industry estimates are summed to derive total estimates at broad industry levels. The monthly estimates are adjusted using annual survey estimates and for seasonal variation and holiday and trading-day differences. Additional information on MARTS and MRTS can be found on the Census Bureau website at: <http://www.census.gov/retail>.

Official Business

Penalty for Private Use, \$300

Reliability of Estimates

Because the estimates presented in this report are based on a sample survey, they contain sampling error and nonsampling error.

Sampling error is the difference between the estimate and the result that would be obtained from a complete enumeration of the sampling frame conducted under the same survey conditions. This error occurs because only a subset of the entire sampling frame is measured in a sample survey. Standard errors and coefficients of variation (CV), as given in Table 3 of this report, are estimated measures of sampling variation.

The margin of sampling error, as used on page 1, gives a range about the estimate which is a 90 percent confidence interval. If, for example, the percent change estimate is +1.2 percent and its estimated standard error is 0.9 percent, then the margin of sampling error is $\pm 1.753 \times 0.9$ percent or ± 1.6 percent, and the 90 percent confidence interval is -0.4 percent to +2.8 percent. If the interval contains 0, then one does not have sufficient evidence to conclude at the 90 percent

confidence level that the change is different from zero and therefore the change is not statistically significant. Estimated changes shown in the text are statistically significant unless otherwise noted. For a monthly total, the median estimated coefficient of variation is given. The resulting confidence interval is the estimated value $\pm 1.753 \times CV \times$ (the estimated monthly total). The Census Bureau recommends that individuals using estimates in this report incorporate this information into their analyses, as sampling error could affect the conclusions drawn from the estimates.

Nonsampling error encompasses all other factors that contribute to the total error of a sample survey estimate. This type of error can occur because of nonresponse, insufficient coverage of the universe of retail businesses, mistakes in the recording and coding of data, and other errors of collection, response, coverage, or processing. Although nonsampling error is not measured directly, the Census Bureau employs quality control procedures throughout the process to minimize this type of error.

Table 3. Estimated Measures of Sampling Variability and Revision to Advance Estimates Nov. 2014

(Estimates are shown as percents and are based on data from the Advance Monthly Retail Trade Survey and Monthly Retail Trade Survey)

NAICS Code	Kind of Business	Median CV ⁽¹⁾ for Current Mo. (%)	Median standard error ⁽¹⁾ for Percent change			Revision for month-to-month change ⁽²⁾	
			Previous Mo. to Current Mo.	Previous Qtr. to Current Qtr.	Current Mo. to same Mo. Last Yr.	Average revision	Median absolute revision
	Retail & food services,						
	total	0.5	0.3	0.2	0.5	0.1	0.2
	Total (excl. motor vehicle & parts) ..	0.5	0.2	0.2	0.4	0.0	0.2
	Retail	0.5	0.3	0.2	0.4	0.1	0.2
441	Motor vehicle & parts dealers	1.7	1.1	0.6	1.6	0.3	0.3
4411, 4412	Auto & other motor veh. dealers .	1.7	1.3	0.6	1.8	0.3	0.4
442	Furniture & home furn. stores.....	2.7	1.5	0.9	1.9	-0.1	0.5
443	Electronics & appliance stores	2.3	0.4	0.6	1.7	0.4	1.1
444	Building material & garden eq. &....						
	supplies dealers.....	2.0	1.2	0.9	1.4	-0.1	0.7
445	Food & beverage stores.....	1.4	0.2	0.3	1.3	0.0	0.2
4451	Grocery stores	1.4	0.2	0.3	1.4	0.1	0.1
446	Health & personal care stores	2.2	0.3	0.4	1.0	0.0	0.3
447	Gasoline stations	1.9	0.4	0.4	0.9	-0.1	0.2
448	Clothing & clothing accessories						
	stores	2.3	0.5	0.6	1.6	-0.2	0.3
451	Sporting goods, hobby, book &						
	music stores.....	2.0	0.7	0.9	1.2	0.4	0.6
452	General merchandise stores.....	0.3	0.0	0.1	0.4	0.1	0.4
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.1	0.3
453	Miscellaneous store retailers	3.0	1.8	1.2	2.0	0.3	0.9
454	Nonstore retailers	1.3	0.5	0.4	1.2	0.0	0.3
722	Food services & drinking places ..	2.2	0.9	0.6	1.9	0.2	0.5

(1) Estimated measures of sampling variability are based on estimates not adjusted for seasonal variation or holiday or trading day variation. Medians are based on estimates for the most recent 12 months.

(2) These columns provide measures of the difference between the advance-to-preliminary and preliminary-to-final estimates of month-to-month change for the same pair of months as measured by the Advance sample and MRTS sample. The average and median revisions are based on estimates for the most recent 12 months.